

Date: September 9, 1997

To: Promotions Coordinators
Regions: 1310, 1610, 1810, 2210, 2610, 2910, 5810, 6610

cc: Linda Forrey

RE: Eckerd's DPC Promotions - **DORAL and WINSTON only**

To All:

Last week, Linda Forrey emailed all of your ROU's concerning the DPC promotions we will be working in the Eckerd's chain (Doral, Winston and Salem). Please refer to her email regarding promotion specifics and other information regarding the Eckerd's chain.

Attached is an excel spreadsheet outlining product and shipper transfers I have made to your regions for the special Eckerd's DPC promotions for Doral and Winston. Information on the upcoming Salem promotion is forthcoming. Each brand will have 2 drive periods (indicated on the spreadsheet). Please place the orders as detailed as soon as possible for the 1st waves of Doral and Winston. The product and shippers need to arrive to your specified direct accounts by early next week for these initial waves.

NOTE: in some cases, your product allocation and/or shippers may have been transferred to your region level (##XX), or to your ROU level (##10) depending on where W-S originally placed my allocation. Also, please note that for the 2nd drive of the Winston DPC, the shipper item # is different than that of the 1st Winston wave.

If you have any questions regarding the promotion details, please call Linda Forrey at 813-885-5607 (VM 40046). If there are any problems with the shipper/product transfers, please call me at 1-800-843-6495.

Thank you for your cooperation with these promotions. As mentioned above, I will be forwarding information shortly regarding the Salem portion of the Eckerd's DPC program.

Sincerely,

Patty Hill/2310

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